# LET'S BUILD SECTION M SUBFACTOR/ELEMENT EVALUATION CRITERIA

## "MY TEN STEP APPROACH TO SECTION L"

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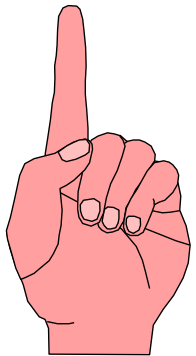
# RFP SECTION M FACTORS (MEDIAN & AGENCY LEVEL )

**STEP 1** **List AFFARS PART 5315 FACTORS**

- **Mission Capability (MC)**
  - ✓ **SubFactors (suggested max. 6)**
    - Derived From Logical Program and Specific Segments or Elements Identified in the Statement of Objectives (SOO)
- **Past Performance**
- **Proposal Risk**
- **Cost/Price**



# Subfactor Attributes

**STEP 2** **Assign the Logical MC Subfactors from the SOO**

**STEP 3** **Brainstorm Attributes for Each Subfactor such as:**

**-- Activities** **-- Tasks**

**-- Functions** **-- Outputs**

**-- Products** **-- Services**

**STEP 4** **Assign Performance/Capability Requirements to Subfactor Attribute(s) such as:**

**-- High Risk**

**-- High Value**

**-- KPPs**

**STEP 5** **Find "Discriminators" for each Selected Requirement**

# What are Source Selection "Discriminators?"

Factors…subfactors, and elements … "They establish the level an offeror's proposal shall meet in order to be judged acceptable. Factors and subfactors shall be limited to those that are real discriminators" AFFARS 5315.304 (b)

- **Use Proposal Evaluation Discriminators to:**
  - **<u>Mark or Perceive</u> Aspects of Proposals with Distinguished or Peculiar Features**
  - **<u>Discern or Expose</u> Differences from Minimum Requirements**
  - **<u>Make</u> a Distinction between Minimum Requirements and Proposed Capability or Level of Performance**
  - **<u>Measure</u> Qualitative and Quantitative Trade Space Between Thresholds and Objectives**

# Brainstorm For Subfactor "Discriminators "

- **What are Risk Mitigation Opportunities?**
- **What are Options to Control/Manage Risks?**
- **What are the High-Value Requirements that Can Offer Trade Space?**
- **What are Proposal Features that can Enhance or Extend Performance or Capability Requirements?**

# Brainstorm for Subfactor Discriminators (Cont)

- **What are Proposal Aspects That Can Offer Best Value in These Ways?**
  - **Key Measures of Merit**
  - **Key Measures of Performance**
  - **Key Measures of Effectiveness**

- **Which Requirements are the Most Difficult to Achieve?**

- **What Requirements Provide the Highest Payoff?**

# Writing Subfactor Evaluation Criteria

**STEP 6** **List or Identify KPP Threshold Requirements that Merit Critical Evaluation by the Source Selection Evaluation Team (SSET)**

- **Identify any Key Go/No Criteria (pass/fail)**

**STEP 7** **Transform Evaluation Discriminators into Narrative Statements for Each SubFactor to Indicate Trade Space for Best Value Consideration**

**STEP 8** **Prioritize and Logically Organize in Section M**

# Subfactor Evaluation Criteria Formats

*Alternate 1* **-- Release only Threshold criteria and permit the offerors to propose features of proposal that exceed requirements to provide consideration for Best Value;**

*Alternate 2* **-- Release Threshold and Objective criteria clearly advise offerors that credit for exceeding Thresholds or Objectives may be considered; or**

*Alternate 3* **-- Release Threshold and Objective criteria and advise offerors that AF reserves the right grant credit for exceeding Thresholds, but not for exceeding Objectives.**

# *"Wire Brush Questions"*

**STEP 9**

**Questions to ask during attribute & criteria development:**

- **What are the attributes of a "successful approach" for this subfactor or criteria?**
- **What's the difference between a good approach and a bad one?**
- **What kind of approach would not meet requirement?**
- **Do we expect to get different kinds of proposal responses from the potential offerors or will they all be the same (textbook) answer?**
- **Can the offeror exceed our criteria? How?**
- **Is there benefit to the Air Force if a response exceeds our requirement/criteria?**

# Start Section L

**STEP 10**

**Section L Development**

- **Transform Section M Evaluation Criteria into Section L Paragraphs by Using Outline of the Factors/Subfactors and Evaluation Criteria**
  - **Identify What Aspects of the Performance, Capability, and Solicitation Requirements Are to Be Placed in the Section L**
  - **Tell the Offeror What Must be Contained in Proposal**
  - **Develop the Narrative Sections for the Section L**
    - ✓ **Check to See that What the Govt Plans to Evaluate Matches What Govt. is Asking Offerors to Propose.**

# Summary

- **Stay Focused on the “Real Discriminators”**
- **Prevent all Technical Parameters from Getting Combined into 1 or 2 Subfactors**
- **If you Must Address Processes, Focus on the High Risks Within each Process**
- **Use “Top-down “ Approach**
- **Get Buy In from IPT and then Industry**
- **Resist “Writer’s Anxiety”**